



TABLE OF CONTENT OF PRINT JOURNALS



APRIL 1, 2020

KARNATAKA SANGHA S MANJUNATHA COLLEGE OF COMMERCE
Kanchangaon, Khambalpada, Thakurli (East) - 421201

APRIL – 2020

1. BANKING FINANCE:

| S. No. | Title | Author | Page No. |
|--------|--|---|----------|
| 1 | Bailout, Credit Risks and Technology - How will the Banking Industry survive Covid-19? | Abhishek Rungta | 25 |
| 2 | Blockchain Technology: Will it change the way we Bank? | Jatin Khanduja | 27 |
| 3 | Ombudsman for Digital Transaction | Satish Kumar Pathak | 31 |
| 4 | Political Funding in the Age of Crony Capitalism: An Experience from Indian Banking Sector | Aritra Ranjan Das & Dr. Ram Prahlad Choudhary | 34 |
| 5 | Public Sector Banks Deserve Respect | Abhishek Singh | 41 |

2. INDIAN JOURNAL OF MARKETING:

| S. No. | Title | Author | Page No. |
|--------|--|---|----------|
| 1 | Determining the Effectiveness of Promotion and Reviews of Bollywood Films from Audiences: An Empirical Study | Frince C Thoma, Naresh K Patel | 7 |
| 2 | Empirical Analysis of Interrelationship Between Service Quality, Consumer Involvement, and Consumer Satisfaction | Praveen Kumar Pandey, Priti Verma, Shruti Trayambak | 25 |
| 3 | Foreign Tourists' Revisit Intention Approach Applied in the Indian Tourism Market | Ramakrishna Bandaru, H Venkateshwarlu | 43 |
| 4 | Indian Journal of Marketing: A Bibliometric Analysis | Chaman Sab M, Mallikarjun Kappi, Vitthal Bagalkoti, B S Biradar | 55 |

3. KURUKSHETRA:

| S. No. | Title | Author | Page No. |
|--------|---|--|----------|
| 1 | Rapid Transformation in Rural Employment Scenario | Shri Narendra Singh tomar | 5 |
| 2 | MSME: Entrepreneurship of the New Era | Urvashi Prasad | 11 |
| 3 | Entrepreneurship and Employment Opportunities in Agriculture | Bhuwan Bhaskar | 16 |
| 4 | Micro and Small Clusters for Sustainable Development | Dr. Sriparna B Baruah | 21 |
| 5 | Livelihood Opportunities in Agriculture and Allied Sectors | Dr. Jagdeep Saxena | 26 |
| 6 | Schemes for Employment Generation in Rural India | Vishnu Sharma and Tasneem Khan | 32 |
| 7 | Enhancing Employability Potential of Rural Youth | Shalender Sharma and Manisha Bhattacharjee | 37 |
| 8 | Implications of Changing Rural Structure on Employment and Growth | Tanu Kathuria | 41 |
| 9 | Strong Rural Infrastructure: Key to Rural Employment | Dr. S C Lahiry | 46 |

4. PRAJNAN:

| S. No. | Title | Author | Page No. |
|--------|---|---------------------------------|----------|
| 1 | Covid-19: Global Diagnosis and Future Policy Perspective | Divy Rangan & Lekha Chakraborty | 9 |
| 2 | Testing the Presence and Efficacy of the Bank Lending Channel in India: The Role of Ownership, Economic Period and Size | Sanjukta Sarkar | 29 |
| 3 | Services Activity, Economic Growth and Regional Equality - Some Empirical Evidence on their Relationship | K G Sahadevan | 45 |
| 4 | Rational Herding and Financial Fragility: Lessons for the Indian Banking System | Malabika Pal | 67 |
| 5 | Good Economics for Hard Times - Abhijit V Banerjee and Esther Duflo | Santosh Kumar | 91 |

5. THE ECONOMIC CHALLENGER:

| S. No. | Title | Author | Page No. |
|--------|---|--|----------|
| 1 | Corona Virus Sends Indian Economy into ICU | Prof. Mithilesh Kumar Sinha | 3 |
| 2 | Effective adoption of Blockchain Technology with Specific reference to Aero-engine MRO Segment of Saudi Arabia | Abdul Faheem A. Haleem | 5 |
| 3 | Tourism Stimulator (A Case study of Jim-Corbett) | Smt. Malini Sharma, Abha Agarwal | 21 |
| 4 | Patna Developing as Food Market Hub | Siddhi Shree M.N. P.V., Dr. Mahesh Chandra Prasad | 31 |
| 5 | Prospects and Challenges in building lifelong learning capabilities to grapple with "Future of work for Individuals". | By: Aditi Arora | 51 |
| 6 | Customer Experience is Catalyst to New Marketing Strategy in the Era of Artificial Intelligence and Machine Learning | Dr. Alok Chandra | 53 |
| 7 | Absolute stabilization of the video enhancement using three-axis gimbal stabilizer | Miss. Rashmi Jadhav, Mr. Ashutosh Haldankar, - Dr. Bhavin Shah | 61 |
| 8 | Artificial Intelligence/Robotics: Challenges and Prospects | Dr. Poonam Patel | 67 |
| 9 | A Unique Smart Glass with AI Assistance for Visually Impaired / Blind People | Mohd. Faizan Rizvi, - Sandeep Vishwakarma, - Dr. Bhavin Shah | 75 |
| 10 | Artificial Intelligence / Robotic: Challenges & Prospects | Sujaya Nag | 79 |
| 11 | GPS-base system for Monitoring Biomedical Waste | Mrs. Priyanka Roshan Brid | 83 |
| 12 | BI & BPR: Modern Tools for Performance Management in VUCA World | Dr. Sandeep ponde, Dr. Arjita Jain | 89 |
| 13 | Artificial Intelligence and Perceptual Challenges of Human Resources | Dr. Vinima Gambhir | 95 |
| 14 | Artificial intelligence/Robotics: Challenges & prospects | Prof. R K Sinha | 99 |
| 15 | RFID Based Automatic Toll Collection System using FASTag | Mrs. Gauri Gaurav Vartak | 116 |

6. THE INSURANCE TIMES:

| S. No. | Title | Author | Page No. |
|--------|--|----------------|----------|
| 1 | Insurance industry response to Covid 19 coronavirus crisis in the connected global economy | Deepak Godhole | 20 |
| 2 | Streamlining insurance value chain in sync with emerging technology trends | B R Singh | 23 |
| 3 | Cyber threats & growing importance of cyber insurance in India | R Sumitra | 38 |

7. THE IUP JOURNAL OF ACCOUNTING RESEARCH & AUDIT PRACTICES:

| S. No. | Title | Author | Page No. |
|--------|--|--|----------|
| 1 | Forensic Accounting and Its Applications: Evidence from the Indian Life Insurance Sector | Joy Chakraborty, Arkaprabha Das and Ishani Roy | 7 |
| 2 | The Impact of Profitability, Leverage, Efficiency and Liquidity on Return on Equity: The Case of Indian IT Companies | Faizan Ulhaqq Ansari | 23 |
| 3 | Determinants of Stock Price Volatility: A Time Series Analysis | M C Minimol | 35 |
| 4 | The Effect of Accounting Framework on the Utility of Fundamental Tools | Diwahaar S Nadar and Bharti Wadhawa | 45 |

8. THE IUP JOURNAL OF MANAGEMENT RESEARCH:

| S. No. | Title | Author | Page No. |
|--------|--|----------------------------|----------|
| 1 | Ergonomic Workplace Design for Micro, Small and Medium Enterprises: A Conceptual Model | Ibrahim P A | 7 |
| 2 | Predicting Consumer Satisfaction Towards WhatsApp Based on Quality Factors | Pooja Yadav and Neha Singh | 24 |
| 3 | Relationship Between Social Support and Work-Life Balance: An Empirical Research on Police Personnel of Himachal Pradesh | Poonam Kaushal | 45 |

9. VINIMAYA:

| S. No. | Title | Author | Page No. |
|--------|---|----------------------------|----------|
| 1 | Peer to Peer Lending in India under COVID-19 Scenario | V S Kaveri & Deepak Narang | 5 |
| 2 | Controlling NPAs of Mudra Loans: Analysis and Suggestions | Sanjay Gupta | 20 |
| 3 | Investment Pattern of Salaried Women: A Study in Madurai District | A Sujatha | 31 |
| 4 | Insurance Outlook: Opportunities and Challenges in a Volatile Ecosystem | Arif A khan | 41 |

10. YOJANA:

| S. No. | Title | Author | Page No. |
|--------|---|----------------------------------|----------|
| 1 | Safeguarding Human Rights | Jaideep Govind | 7 |
| 2 | Balancing Fundamental Rights and Duties | Dr. Ranbir Singh & Dr Ritu Gupta | 13 |
| 3 | Objectives and Challenges | Anubhav Kumar | 17 |
| 4 | Drafting of the Constitution of India | Dr. R S Bawa | 21 |
| 5 | Mending Court Judgments: The First Constitutional Amendment | N L Rajah | 25 |
| 6 | The Indian Parliament: Performance and Challenges | M R Madhavan | 29 |
| 7 | Constituent Assembly and Framing of the Constitution | | 34 |
| 8 | Panchayati Raj System Dr M R Sreenivasa Murthy | Surabhi Singh | 39 |
| 9 | Special Article: Checks and Balances | S N Tripathi, C Sheela Reddy | 43 |
| 10 | Foreign Relations and Indian Constitution | Manoj Kumar Sinha | 49 |
| 11 | Gender Rights: Reflection, Commitment and Action | Dr. K Syamala | 57 |
| 12 | A Living Document | Mahima Singh | 63 |
